

Please Direct All Correspondence to Customer Number 26332

**REQUEST FOR CONTINUED EXAMINATION**

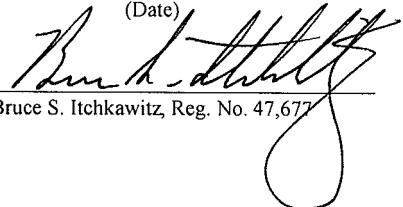
Applicant : William P. Price et al.  
 App. No : 10/022,558  
 Filed : December 14, 2001  
 For : AUDIOVISUAL SYSTEM AND  
 METHOD FOR DISPLAYING  
 SEGMENTED ADVERTISEMENTS  
 TAILORED TO THE CHARACTERISTIC  
 VIEWING PREFERENCES OF A USER  
 Examiner : Daniel Lastra  
 Art Unit : 3622

**CERTIFICATE OF EFS WEB  
TRANSMISSION**

I hereby certify that this correspondence, and any other attachment noted on the automated Acknowledgement Receipt, is being transmitted from within the Pacific Time zone to the Commissioner for Patents via the EFS Web server on:

July 26, 2007

(Date)



Bruce S. Itchkawitz, Reg. No. 47,677

**Mail Stop RCE**  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Dear Sir:

This Request for Continued Examination (RCE) is being made as follows:

1. Submission Required under 37 CFR 1.114:

Enclosed:

Amendment/Reply in 12 pages.

2. Fees:

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
RCE Fee		1801 (\$790)		\$790
Total Claims	49 - 51 = 0	1202 (\$50)	0 x 50 =	\$0
Independent Claims	2 - 3 = 0	1201 (\$200)	0 x 200 =	\$0
1 Month Extension		1251 (\$120)		\$120
			<b>TOTAL FEE DUE</b>	<b>\$910</b>

An extension of time is hereby requested by payment of the appropriate fee indicated above.

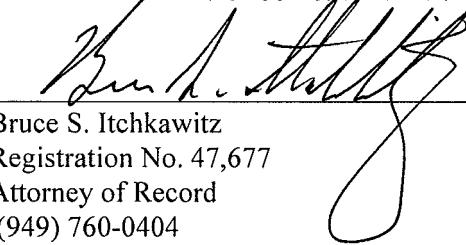
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3. Payment:

(X) The amount of \$910 will be paid via EFS Web.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,  
KNOBBE MARTENS OLSON & BEAR LLP



Bruce S. Itchkawitz  
Registration No. 47,677  
Attorney of Record  
(949) 760-0404

Dated: July 26, 2007

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